

**Downtown Whitewater, Inc.**  
**Board of Directors Meeting Minutes**  
**Tuesday, April 12, 2011 - 8:00 am**  
**Whitewater Municipal Building, 2<sup>nd</sup> Floor - Lakefront Room**  
**312 West Whitewater Street, Whitewater, WI 53190**

**Board Members Present:** Geoff Hale, Dennis Salverson, Dave Saalsaa, Kevin Bruner, Kim Scharine, Jon Kachel and Bonnie Miller

**Board Members Absent:** Bud Gayhart, Jim Miller, Troy Ylitalo and Patrick Singer

**Others:**

**Agenda:**

- **Approval of Agenda**
  - Motion to approve agenda by Dennis Salverson second by Dave Saalsaa, unanimous
- **Approval of Minutes for March 8, 2011 Minutes**
  - Motion to approve minutes of March 8, 2011 meeting by Kevin Brunner second by Jon Kachel, unanimous
- **Presidents Report –**
  - Geoff reported that he was in meeting weekly in regards to making sure the Wisconsin Main Street program was one of the programs moving from the Department of Commerce to the newly formed Wisconsin Economic Development Agency (WEDA), both Kevin and Geoff have been receiving verbal positive remarks
  - Fundraising must be an on-going effort
  - Talk more about creating a marketing folder for top 20 donors if possible, example would be from WCEDA
  - Annual Meeting – can anyone from board attend
  - Strategic planning – Scheduled for April 27 at 7:30 am in the Cravath Lake Front Center Community Building
- **Treasurers Report**
  - Jon Kachel gave report on budget, check register, donations and CD's
- **Executive Directive Report**
  - Wisconsin State Awards Reception Update in Watertown on April 29
  - Tour d' Rack update is May 7 from 10 am to noon and games in the park from noon to 2:00 pm. There will be 11 stops on the tour with 5 history questions and one physical challenge at each stop
  - MOU needs to be updated because one has not been signed, Kevin is checking to see if we just sign it once and verbally agree each year unless actual changes are made to memorandum
  - Tami attended International Council of Shopping Centers (ICSC) in Milwaukee with Mary from CDA and Mike from WCEDA. Showcased Whitewater and tried to recruit businesses. Most were looking for a higher demographic income population
  - Tami hosted a webinar with a power point she created on shopping local in Madison through the University Extension Office with 14 counties participating
- **Old Business:**
  - 501 C3 update
    - Tami will send out the required packet for the IRS this week
  - Bylaws Update
    - Bylaws need to be uploaded to the website and Tami is working on getting help from Tim to help update the website
- **New Business**

- Happy Holly Days Parade
  - Tami received letter from Chamber that they will no longer be participating in the Happy Holly Days Parade and discussion followed with DTWW and/or other civic groups helping and/or taking over the parade, possibly the Rotary Club
- **Board members**
  - Non-attendance is an issue and Geoff will contact consistently absent board members to see if the time and day is an issue, commitment is an issue, would absent members like the opportunity to have position filled. Also need to talk more about lack of participation from committee members
- Guild on the Triangle is out of business and Innovation Center is doing a speakers series, need to get board on email list
- **Committee Reports**
  - **Promotion (Scharine)**
    - Charity Weekend April 15 & 16, work has now started on Pork in the Park BBQ Festival
  - **Design (Saalsaa)**
    - East Gate way Project, meeting with property owners and slides of area before and after will be created. Pete D'Acquisto façade grant was tabled. North Street bridge repair – need to widen north side to include bike path to connect to existing bike path and add lighting, plus design of bridge needs to be unfriendly to skate boarders. City will finish painting light poles before hanging or art work (Lanterns)
  - **Economic Restructuring (Kachel)**
    - Jon reported on taking the Triangle Savings Coupon Book and replacing it with the Think Whitewater Savers Card. It will be up to each merchant if they want to participate or when they want to participate. They will have a cling on for windows and counter cards and can offer any discount they want.
  - **Organization (skipped March meeting no report)**
- **Announcements:**
  - None
- **Future Agenda Items**
  - New Board members, National Main Street Conference, shop local, parking survey and strategic planning
- **Adjourn**
  - Meeting adjourned

**Next board meeting is June 14, 2011 at 8:00 am at 312 West Whitewater Street, Whitewater WI 53190**